

Traditional and Connected Watches in Australia

Market Direction | 2023-01-01 | 26 pages | Euromonitor

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Report description:

In 2022, demand for high mechanical watches and high quartz digital watches continued to improve in Australia with the reopening of specialist retailers following COVID-19 lockdowns. The return of inbound tourism, especially from high-spending tourists, in combination with increased interest among local consumers, greatly benefitted high watches at the end of the review period. In addition, the target audience for high watches is typically comprised of affluent individuals who experienced fewer...

Euromonitor International's Traditional and Connected Watches in Australia report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (2018-2022), allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they new product developments, distribution or pricing issues. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Connected Watches, Traditional Watches.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Traditional and Connected Watches market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

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